



Station Order Revised McCaskill for Senate 2012

Market: Kansas City

Flight Dates: Monday, October 08, 2012 to Monday, October 15, 2012

Estimate ID

12226

Contact: Jeannie Blau

Phone: 816-753-4567

Email: Jeannie.Blau@wdaftv4.com

Fax: 816-931-3984

Direct: 816-932-9146

WDAF-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Total
				Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	Oct 15	
WDAF 5a News 5:00 AM 5:30 AM	EM	M-F 30	\$200.00 \$1,000.00		1	1	1	1			1	5
WDAF 5:30a News 5:30 AM 6:00 AM	EM	M-F 30	\$300.00 \$1,500.00	1	1	1		1			1	5
Highly Preemptible at LUR per WDAF. Move to L2.												
WDAF 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$600.00 \$3,000.00	1	1	1	1				1	5
Highly Preemptible at LUR per WDAF. Move to L2.												
WDAF 7a News 7:00 AM 9:00 AM	EM	M-F 30	\$375.00 \$1,875.00	1	1	1	1	1				5
Saturday 7a News 7:00 AM 9:00 AM	EM	Sa 30	\$300.00 \$300.00						1			1
Sunday 7a News 7:00 AM 9:00 AM	EM	Su 30	\$300.00 \$300.00							1		1
Highly Preemptible at LUR per WDAF. Move to L2.												
WDAF 9a News 9:00 AM 10:00 AM	DT	M-F 30	\$200.00 \$200.00								1	1
Live With Kelly 10:00 AM 11:00 AM	DT	M-F 30	\$100.00 \$200.00	1			1					2
Family Feud 11:00 AM 11:30 AM	DT	M-F 30	\$100.00 \$100.00			1						1
Family Feud 11:30 AM 12:00 PM	DT	M-F 30	\$100.00 \$100.00	1								1
WDAF Noon News 12:00 PM 1:00 PM	DT	M-F 30	\$200.00 \$200.00			1						1
Ricki Lake 1:00 PM 2:00 PM	DT	M-F 30	\$100.00 \$100.00								1	1

Suzanne Collins

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				Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	Oct 15	
Steve Harvey	DT	M-F	\$100.00					1				1
2:00 PM 3:00 PM		30	\$100.00									
Judge Joe Brown	EF	M-F	\$100.00	1	1	1	1	1				5
3:00 PM 4:00 PM		30	\$500.00									
Judge Judy	EF	M-F	\$250.00	1	1		1	1			1	5
4:00 PM 5:00 PM		30	\$1,250.00									
WDAF 5p News	EN	M-F	\$600.00	1	1	1		1			1	5
5:00 PM 6:00 PM		30	\$3,000.00									
Highly Preemptible at LUR per WDAF. Move to L2.												
WDAF 6p News	EN	M-F	\$900.00	1		1	1	1			1	5
6:00 PM 6:30 PM		30	\$4,500.00									
Highly Preemptible at LUR per WDAF. Move to L2.												
Wheel of Fortune	PA	M-F	\$2,200.00		1	1	1	1			1	5
6:30 PM 7:00 PM		30	\$11,000.00									
New Girl/Mindy	PT	Tu	\$2,000.00		1							1
8:00 PM 9:00 PM		30	\$2,000.00									
X-Factor	PT	W	\$2,600.00			1						1
7:00 PM 9:00 PM		30	\$2,600.00									
Highly Preemptible at LUR per WDAF. Move to L2.												
X-Factor	PT	Th	\$2,000.00				1					1
7:00 PM 8:00 PM		30	\$2,000.00									
Highly Preemptible at LUR per WDAF. Move to L2.												
Glee	PT	Th	\$2,800.00				1					1
8:00 PM 9:00 PM		30	\$2,800.00									
Highly Preemptible at LUR per WDAF. Move to L2.												
Touch	PT	F	\$1,000.00					1				1
7:00 PM 8:00 PM		30	\$1,000.00									
Highly Preemptible at LUR per WDAF. Move to L2.												
WDAF 9p News	LN	M-F	\$800.00	1		1	1	1			1	5
9:00 PM 10:00 PM		30	\$4,000.00									

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				Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	Oct 15	
WDAF 10p News	LN	M-F	\$800.00	1	1		1	1			1	5
10:00 PM 10:30 PM		30	\$4,000.00									
WDAF 10:30p News	LN	M-F	\$400.00	1	1	1	1	1			1	6
10:30 PM 11:00 PM		30	\$2,400.00									
Seinfeld	LF	M-F	\$250.00								1	1
11:30 PM 12:00 AM		30	\$250.00									
Highly Preemptible at LUR per WDAF. Move to L2.												
Station Gross Totals			\$50,275.00	12	12	12	13	13	1	1	13	77

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